

STROOCK

RECEIVED
CENTRAL FAX CENTER
FEB 04 2005

FACSIMILE

DATE February 4, 2005

TO	COMPANY NAME	FAX NO.	PHONE NO.
Examiner John L. Young	U.S. Patent & Trademark Office	703-305-7687	703-305-3801
<hr/>			
TOTAL NO. OF PAGES	21		
<hr/>			
FROM	Ian G. DiBernardo		
<hr/>			
SENDER'S FAX NO.	212-806-6006		
<hr/>			
SENDER'S PHONE NO.	212-806-5867		
<hr/>			
SENDER'S EMAIL	IDIBERNARDO@stroock.com		
<hr/>			
ROOM NO.	38L		
<hr/>			
ATTORNEY NO.	3350		
<hr/>			
CLIENT/MATTER NAME			
CLIENT/MATTER NO.	694231/0051		

MESSAGE

RE: U.S. APPLICATION SERIAL NO. 10/696,295
FILED: OCTOBER 28, 2003
**FOR: METHOD AND SYSTEM FOR CREATING, SERVING,
AND TRACKING ADVERTISEMENTS**

CONFIDENTIAL

The information contained in this facsimile is privileged and confidential, and is intended only for the use of the individual named above and others who have been specially authorized to receive such. If the recipient is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, or if any problems occur with this transmission, please notify us by telephone at 212-806-6102.

FEB 04 2005

UNITED STATES PATENT & TRADEMARK OFFICE

Application No. : 10/696,295
Title : METHOD AND SYSTEM FOR CREATING, SERVING
AND TRACKING ADVERTISEMENT
Applicant : Lawrence Morrisroe et al.
Filed : October 28, 2003
Art Unit : 3627
Examiner : John Leonard Young
Docket No. : 694231/0051

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

February 4, 2004

AMENDMENT

Sir:

In response to the Office Action mailed January 25, 2005, please enter this Amendment in the above-identified application. The time for responding to the Office Action extends to, and includes February 25, 2005, making this amendment timely.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.